

Life in Action. Business in Action.



CITY OF CARLSBAD, CALIFORNIA

Economic Development Manager



THE COMMUNITY

The City of Carlsbad is ideally situated in north San Diego County where a great climate, beautiful beaches and lagoons, and abundant natural open space combine with world-class resorts, family attractions, well-planned neighborhoods, excellent schools and a charming village atmosphere to create the ideal California experience. Covering nearly 40-square miles, the City of Carlsbad is approaching build out and is currently home to about 110,000 residents. Thanks to an award-winning growth management plan, the city's infrastructure and services keep pace with development and promote an excellent quality of life.

By the Numbers

Carlsbad residents consistently give the City high marks in an annual satisfaction survey:

- Over 90% give positive ratings to the city's quality of life.
- Over 90% are satisfied with the City's provision of services.
- About 80% trust local government to make decisions that positively affect their lives.
- Nearly 100% feel safe walking alone in their neighborhoods during the day; nearly 90% feel safe at night.

Your Life ... in Action

Three lagoons, 50 miles of hiking trails and nearly seven miles of coastline support an active, healthy lifestyle in Carlsbad, drawing not only residents looking for a high quality, well-run city, but top talent from throughout the country. The city's diverse economy is centered around action sports manufacturing, life sciences, information and communication technology, clean tech, and hospitality and tourism.

How Does Carlsbad Rank?

- Named one of the "Best Places to Live" *Men's Journal*, 2016
- "Digital Capital of California," eCity award, Google, 2013
- One of the top 5 cities for fast-growth companies, *Inc.*, 2014
- "Golf's Ultimate Playground," *Golf.com*, 2014
- #4 in the top 10 ZIP codes for Venture Capital Investment in San Diego, *Atlantic Cities*, 2013
- Top 10 Best Beaches for Families, Family Vacation Critic, 2015
- One of the "20 Hottest Startup Hubs In America," *Business Insider*, 2013

- #7 in the "Best City for Job Seekers in California," *Nerd Wallet*, 2014
- #7 Leading High-Tech Metro in America, *Atlantic Cities*, 2012
- #2 Top Solar Cities with most installed solar panels and PV capacity, *Shining Cities*, 2015

A Community with Vision

City decision making is based on the foundation of the Carlsbad Community Vision, a set of nine core values developed through an intensive two-year public engagement process called Envision Carlsbad.

CITY GOVERNMENT

The City of Carlsbad is a charter city under the council-manager form of government. The Mayor and four City Council members are elected at-large and serve staggered four-year terms, along with an elected City Clerk and City Treasurer. The City Council appoints a City Attorney and City Manager.

A full-service municipality, Carlsbad has its own police and fire departments, a water district, parks, recreation, library and art departments, in addition to standard administrative and public works functions. These services are organized into the following major areas: Community Services, Public Safety, Public Works and Administrative Services. The operating budget for FY2016-17 is \$253.4 million and the CIP for the year exceeds \$64 million.

Known for its financial stability, the City maintains an AAA credit rating and has a general fund reserve balance exceeding \$90 million. Nearly 700 full-time staff are led by a leadership team that includes the City Manager, City Attorney, two Assistant City Managers and the heads of major departments/divisions.

A Regional Player

Home to a regional airport, power plant, desalination plant, wastewater treatment facility and trash transfer station, Carlsbad plays a leading role in regional issues. The city also partners with surrounding cities on the award winning "Innovate 78" economic development program and works closely with the state of California on the management of its beaches and lagoons. The only north San Diego County city with an approved Habitat Management Plan, Carlsbad works hand in hand with state and federal resource agencies to protect critical wildlife corridors and sensitive species. The city's latest partnership, a pilot program with the California Coastal Commission, provides dedicated staff time at this critical regulatory agency so that Carlsbad projects can receive expedited review.





Major Initiatives

The City of Carlsbad is not afraid to think big. With strong community support, financial resources and a visionary City Council, Carlsbad is pursuing six ambitious initiatives that will have a lasting impact on the city's future quality of life and sustainability.

- Transform Carlsbad's coastline into a resource that provides a "Carlsbad experience" in all the ways people want to enjoy this precious resource. Create a unique city-state partnership to facilitate the level of maintenance and operations the community expects.
- Revitalize Carlsbad's historic Village and Barrio areas through a combination of community engagement, private investment and public infrastructure improvements.
- Working with regional, state and federal agencies, create and implement a plan to lower the railroad tracks below street level between the city's two northern lagoons, opening up access to the coast, protecting the local economy and improving safety.
- Become a leader in future-oriented transportation systems that enable people to move through and around Carlsbad in the mode most suited to them. Incorporate emerging technologies to facilitate safe and efficient traffic flow.
- Be a leading champion for life-long learning through city schools partnerships that provide a pathway from Kindergarten through graduate level educational opportunities. Help develop tomorrow's leaders and provide superior library and information resources to support these goals.
- Create a plan for future city facilities that reflects changing community needs and government service delivery models, while encouraging strong community engagement.

COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT

The core purpose of Community and Economic Development is "to build and sustain an extraordinary community." The department is charged with facilitating all land use, planning, building and economic development activities of the city, as well as managing housing and neighborhood services. The Department is supported by a passionate, dedicated and knowledgeable staff of 66 and is organized across six divisions – Economic Development, Planning, Land Development Engineering, Development Services, Building, and Housing and Neighborhood Services.

The Economic Development Division is responsible for strengthening the city's robust and diverse economy, supporting existing businesses, attracting new businesses in targeted industries, partnering with regional economic developers and solidifying Carlsbad's position as a key employment hub. The division is expected to maintain robust programs, design and implement promotional and marketing materials, stay abreast of relevant economic and demographic trends and data, and act as a liaison to the business community to help remove barriers to business growth and vitality.

Department Mission Statement

We are committed to helping people build a strong community by guiding and facilitating high quality projects, preserving the environment, and providing for, and maintaining a strong economic and employment base.

THE IDEAL CANDIDATE

The City is seeking an economic development professional who can serve as a passionate and relentless advocate of Carlsbad and its incomparable assets. This individual will be comfortable serving in the role of a proactive champion who strategically seeks opportunities to promote the Carlsbad brand and advance the economic vitality goals of the city.

The professional selected will be admirably adept at identifying and creating opportunities that complement the city's vision and values. Consistent with Carlsbad's progressive economic development history, this individual will be extremely visionary and forward thinking. This self-starter will be motivated by a culture that supports innovation and energized by opportunities to pioneer groundbreaking strategies in economic development. The proven ability to interact effectively with small as well as large businesses, empathize with their concerns and share ownership in their success will be carefully evaluated.

The ideal candidate will be an articulate, knowledgeable and influential communicator who displays a sophisticated and contemporary approach to marketing, public relations, and media relations. He/she will exhibit exceptional interpersonal skills and relationship building abilities. In order to be successful, this manager must also bring a strong team orientation





supported by a proven history of working extremely well with internal as well as external stakeholders.

Along with high emotional intelligence and maturity, the ideal candidate will convey an optimistic and uplifting demeanor. He/she must be a creative and solution oriented professional with a reputation for being extraordinarily resourceful. A history that demonstrates the desire to help customers navigate processes and the ability to effectively remove barriers and negotiate compromises will also be expected. Further, critical thinking skills and the impressive ability to gather and interpret large amounts of data and summarize findings in ways that are customized and compelling for specific audiences are important strengths to bring to this position.

Experience with revitalizing downtowns is preferred. Previous participation in regional economic development efforts will help to ensure a seamless transition into the role. In addition, exposure to climate action planning or other environmental sustainability efforts will assist in accelerating acclimation to the Carlsbad culture. Prior experience partnering with academic institutions in ways that enhance workforce initiatives will also be considered favorably.

The ideal candidate will possess a minimum of five (5) years of increasingly responsible experience in economic development, business development, community development or redevelopment along with a Bachelor's degree in a relevant discipline. Any combination equivalent to experience and education that could likely provide the required knowledge and abilities may be considered qualifying. Lastly, an advanced degree in a related field is desirable.

COMPENSATION & BENEFITS

The salary range for the position is \$92,900 - \$134,700 (salary range currently under review), dependent on the qualifications and experience of the selected candidate. Supplementing salary, the city also offers the following benefits:

Retirement – CalPERS Retirement Plan 2% at 60 plan for classic members or 2% at 62 for those new to CalPERS. Carlsbad does not participate in Social Security.

Health Insurance – Cafeteria style benefits. Employer contribution varies (maximum \$17,136 annually).

Executive Leave – 54 hours annually.

Vacation Leave – Annual accrual rate of up to 158 hours with 15+ years of service; maximum accrual of 320 hours.

Other Leave – Sick, bereavement, military and disability leaves provided.

Holidays – 11 paid holidays per year.

Other benefits include but are not limited to paid professional memberships; life insurance; voluntary participation in an AD&D plan and a deferred compensation program.

APPLICATION & SELECTION PROCESS

The closing date for this recruitment is midnight, **Sunday, October 2, 2016**. To be considered for this opportunity, upload cover letter, resume and a list of six professional references using the "Apply Now" feature at www.tbcrecruiting.com.



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Following the October closing date, resumes will be screened in relation to the criteria articulated in this brochure. Applicants with the most relevant qualifications will immediately be granted preliminary interviews by the recruiters. A small group of candidates will be invited to participate in interviews in Carlsbad in the fall. The City anticipates making an appointment shortly thereafter, following the completion of negotiations and extensive background and reference checks. Please note that references will not be contacted until the end of the process and, at that time, will be done so in close coordination with the selected candidate.

